



MCB APP

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SRI SAIRAM INSTITUTE OF TECHNOLOGY

An autonomous Institution

DEVELOPING BUSINESS MODEL REPORT

Submitted to the

FACULTY OF MANAGEMENT STUDIES

In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

ANNA UNIVERSITY

CHENNAI-600025

JANUARY 2023

DECLARATION

I, **Sharmila B** hereby declare that the project report entitled “**MCB APP**” submitted to the Anna University, Chennai in partial fulfilment of the requirement for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** is record of original and independent research work done by me during JANUARY 2023 under the supervision of my guide **DR.K.Baranidharan**, Department of management studies, and it has not formed basis or other similar title to any candidate of any university.

PLACE: Chennai

SHARMILA B

DATE :

ABSTRACT

The report is designed to help investors better understand the potential risks, costs and benefits of this business project, but it is not intended, and is not to be considered in itself or any part of it, as an investment offer or solicitation, as regulated by law. It was developed for sample purposes, and any resemblance to real situations, people, or data would be purely coincidental. One of biggest start –up expenses involves the creation of a website. Using MCB app , client can easily find their professional consultant and best builder. Builder oversee, co-ordinate and work on the construction. Builder manages the entire project. Builder need to meet a client demand of something unique that create a customer can get construction aggregate, blue metals, stones and so on.

Responsive design is the keystone of the MCB application, whether it is running on mobile device or desktop. Instead of offering different version of its application according to the operating system or device being used, the automatically adapts to different screen sizes and browser software. This help ensure that all the functionality is available on each completing platform, including mobile.

Keywords: Business model, Mining Industries.

ACKNOWLEDGEMENT

I am thankful to the management of **Sri Sairam Institute of Technology** which has imparted me sufficient knowledge and confidence to complete this report in the field Business model.

I wish to express my deep sense of gratitude and indebtedness to our Founder Chairman **MJF.Ln. Leo Muthu** and **Chairman & CEO - Mr. Sai Prakash Leo Muthu**, Sri Sairam Groups of Institutions, Chennai.

I would like to thank **Dr K Palanikumar**, Principal, Sri Sairam Institute of Technology for providing me the opportunity to enroll in this esteemed institution.

I am highly obliged to **Dr. K. Maran**, Professor & Director, Sri Sairam Institute of Management Studies for providing me the opportunity to embark on this business model report.

I am highly indebted to **Dr.C.R.Senthilnathan**, Head & Professor, Department of Management Studies for providing me the opportunity to undertake this business model report.

I wish to express my sincere gratitude to my guide **DR.K.Baranidharan** for his commendable inspiring guidance, valuable advice, encouragement, and motivation given to succeed.

I am very grateful to all the faculty members of the department of management studies for their encouragement and kind-hearted advice.

Finally, I thank my family members and friends who helped me in all possible ways to make this task a success.

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CHAPTER I

COMPANY OVERVIEW



Name of the company	: “MCB”
Address	: 67, New road ,Velachery, Chennai
Contact Information	: 9876543210, 04422274674.
Website	: www.mcb.com
Mail-ID	: mcb@gmail.com
Founder & CEO	: Sharmila B
Type of firm	: Private nurseries.
Tagline	: “we build your happy place”

MCB is a construction constant which give best and affordable service to the customer. MCB help the customer to get easily accessible to professional consultants. MCB take care small project private residential, private commercial, state construction and federal construction to large project industrial construction infrastructure and heavy construction.

MCB offers their own product the construction project. MCB is a subsidiary business to J.C.K groups of companies which is the parent business. J.C.K group consist of Blue metals, mining stones, Electrics and hardware. MCB aims to provide quality and loyal service to their customers.

Missions

- To be a leading construction company in the global market.
- To become the customers most preferred choice by attaining excellence in quality and timely completed value added projects.
- To provide the highest level of service in the construction industry while offering superior craftsmanship to every project, we handle.
- To continually innovate, develop and adopt state-of-the-art technology in methods and materials to enhance productivity and cost effectiveness.
- To continually improve the competence of our team, and employ diverse, innovative & results-oriented personals, motivated to deliver excellence.
- To build a safety culture aimed at continually reducing the frequency severity rate towards achieving zero accidents.
- To identify and mitigate all the environmental impacts arising from our activities, and comply with applicable environmental norms.

Visions

- To become the leading construction firm, while delivering projects that consistently exceed international standards and provide exceptional customer satisfaction.
- To continually deliver excellent value & innovative construction solutions to meet our clients' requirements.

- Using modern principles and sophisticated technologies, MCB construction consultancy envisions being the primary preference at all times both nationally and globally, for their renowned excellence, quality, performance and reliability in all types of constructions.

OBJECTIVE

- To provide the service to all kind of people.
- To offer the customers quality able service.
- To generate positive cash flow from operations and atleast 10% net profits to salary

MARKET

There are above five hundred construction consultancy agency in TamilNadu. The main market segment are industrial , institutional and commercial civil engineering and roadwork and residential.

FINANCIALS

MCB construction consultancy has planned to maintain a healthy financial position over the next five years and expect to be profitable in the first year of operations, with profit increasing over the next four years, as we establish and increase our customer.

Keys to Success

- Excellent product and service that will build and maintain customer loyalty.
- A business location that will assure high company visibility and a high flow of customers.
- Proven management ability to successfully run a similar business.
- Our commitment to continuous improvement and total quality services.

DISCLAIMER

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CHAPTER II

India Construction Market Trends

This section covers the major market trends shaping the India Construction Market according to our research experts:

- Infrastructure projects drives the market
- As part of the Sagarmala Program, more than 610 projects with a total cost of USD 10.5 million will be carried out between 2015 and 2035. These projects will focus on modernizing and building new ports, improving port connectivity, boosting port-linked industrialization, and building up coastal communities.
- Bharatmala Pariyojana is a new highway umbrella program that focuses on improving the efficiency of freight and passenger movement across the country by bridging critical infrastructure gaps with effective interventions such as the development of Economic Corridors, Inter Corridors and Feeder Routes, National Corridor Efficiency Improvement, Border and International Connectivity Roads, Coastal and Port Connectivity Roads, and Green-field expressways.
- In 2022–2023, the PM Gati Shakti Master Plan for Expressways will be implemented, allowing for faster transit. The National Highway network would be expanded by 25,000 kilometers in 2022–2023, at a cost of INR 20,000 crore (USD 2417670).
- In 2022, India's road sector experienced enormous growth as additional stretches of national highways were constructed, as well as the approval and completion of several projects and fundraises, making it a better year than the previous one. an integrated multi-modal national network of transportation and logistics, connectivity with isolated and difficult terrains; and decongestion of key sites on the road network.

Rise in demand for Luxury Homes

- According to a report from the industry, the residential segment is likely to have more quarterly sales in 2022 than it did before COVID-19. With its strong growth, it could even catch up to quarterly sales before demonetization in the second half of 2022.
- Given the boost that a luxury dwelling has received in the broader perspective of work-life choices, owning a home is no longer a matter of investing preference, but a necessity. Buyers seek a lifestyle that seamlessly incorporates the work-from-home concept while maintaining the

opulence and amenities of luxury living.

- In 2022, these patterns are projected to continue. In global cities such as Mumbai, Bangalore, and elsewhere, a new class of ultra-rich people is on a luxury home-purchasing binge. Large-scale residences have emerged as a favored choice in residential township developments and will continue to drive real estate expansion in the years ahead.
- The real estate sector is expected to have a big year in the coming year, thanks to robust demand, changing trends, and new growing markets driving growth. Non-metropolitan cities have rising real estate markets that are expected to lead the industry's growth in the future. Even though there are more people looking for homes, luxury homes in Mumbai are likely to be in high demand, and property prices are likely to stay the same.
- After the pandemic, the luxury home market picked up speed. Buyers were happy with all types of home purchases, and prices went down in recent quarters, making real estate an attractive investment, especially in the high-end market.

Construction Market Competitor Analysis

The Indian construction market is highly competitive, owing to the presence of major local and international players. However, the market holds opportunities for small and medium players due to increasing government investments in the sector. The Indian construction market presents opportunities for growth during the forecast period, which is expected to further drive market competition. Large players are competing with each other for a large share of the Indian construction market. This makes it hard to see any consolidation in the market.

Construction Industry Segments

Construction is the installation, maintenance, and repair of buildings and other stationary structures, as well as the construction of roadways and service facilities that form fundamental components of structures and are required for their operation. Construction encompasses the processes involved in constructing buildings, infrastructure, and industrial facilities, as well as related operations, from start to finish. A complete assessment of the Indian Construction Market includes an assessment of the economy and the contribution of sectors to the economy, a market overview, market size estimation for key segments, and emerging trends in the market segments in the report.

The report sheds light on market trends like growth factors, restraints, and opportunities in this sector. The competitive landscape of the Indian Construction Market is depicted through the profiles of active key players. The report also covers the impact of COVID-19 on the market and future projections.

CHAPTER III

MANAGEMENT & OPERATION PLAN

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BUSINESS DESCRIPTION

MCB is a best platform for construction consultant and builder which gives best quality product from their own manufacturing. J.C.K group consists of blue metals

,stones , minning, transporation and electrics and hardware and construction. Each and every product would be manufactured by J.C.K GROUP.

One of biggest start –up expenses involves the creation of a website. Using MCB app , client can easily find their professional consultant and best builder. Builder oversee, co-ordinate and work on the construction. Builder manages the entire project. Builder need to meet a client demand of something unique that create a customer can get construction aggregate, blue metals, stones and so on.

APP DESCRIPTION

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FUNCTIONS

Manage building project schedules
Access and store drawing files in the cloud
Manage construction procurement
Track project RFIs
Send and receive project messages
Create reports
Track construction RFIs
Select materials and designs for custom project
change management and enhancement
Add comments and photos to selections (including photos taken by the smartphone or tablet running the app)
Manage task lists
Adjust and coordinate schedules with subcontractors and clients
Communicate with clients to inform them directly of progress and changes, and reply to emails and text messages, all from the app
Manage budgets, with automatic updates and information for clients
Keep employee time accounts

FEATURES

- The cloud-based construction management app serves mobile devices with these functions, as well as offering BIM (building information modelling) compliance and regular backups of project files and

data.

- MCE serves a market of construction companies working on major public sector and private sector projects, and civil engineering organizations across the nation .
- It aims to support construction managers throughout the entire project life cycle
- It offers features such as business MCB intelligence reporting, which provides real-time data and forecasts, and it can automatically create reports. Users can customize the dashboards to their liking.

BUSINESS FUNCTION:

SUPPLIER:

- MCB application has their investors as supplier. Most product would be supplied from their investors.
- They will provide all kind of transportation services such as delivering product to clients and transporting products.
- They will provide aggregates such as sand, gravel , crushed stones and recycled concrete and readymix.
- They will provide Building materials , electrical supplies, housewares, cleaning product and so on.
- They will provide bricks and tiles .
- They will provide professional builder and contractors.

MANAGEMENT & OPERATION :

HIRING PROCEDURE:

MCB consultancy has their J.C.K CONSTRUCTION as their parent company; they will provide best professional builder and contractor. The rest of the roles are noted in below table format.

Hiring would be based on interview and qualification of person. Steps involving in hiring procedure:

- Evaluating position
- Advertising job requirement
- Interviewing the qualified candidates
- Extent job offers

INCENTIVE SYSTEM:

Incentives system will differ to different roles. For consultants, builder, engineers and contractors continently finishes below five projects before the deadline. They will get incentive 10% of their salary.

PERFORMANCE EVALUATION:

Monthly, each and every department's selective employee will be awarded for their excellent work done for the company. These awards are considered as tokens of appreciation from the management to employees, so that employees will get motivated and job satisfaction. Both employees and management will get benefit by these performance evaluations.

PROGRESSIVE DISCIPLINE:

Various stages in progressive discipline in MCB consultancy

- Council and verbal warning
- Written warning
- Suspension and final written warning
- Recommendation for termination of employee

CHAPTER IV

MARKETING AND SALES PLAN

STRATEGY

Our strategy is based on delivering a projects on time .We are building our marketing infrastructure so that we can eventually reach more customers with best offer. We focus on satisfying the needs of low-to-middle class people.

MARKETING STRATEGY:

The marketing strategy of MCB APP, centers on creating and developing dream projects in terms that benefit our Clients. Market needs and trends. Since our target market includes four major segments such as industrials, residents, institutional and commercial. Their most important needs are service, price, and delivery, in that order. One of the key point of MCB APP'S strategy is to focus on these target segments that know and understand these needs, and are willing to pay a reasonable price to have them fulfilled. Factors such as current local trends and historical sales data of similar businesses in the area, ensure that the high demand will continue over the next five years.

Advertising costs can easily overwhelm a start-up company, so keeping marketing simple, creative and cost-efficient will be challenging.

Cost-effective use of marketing dollars is one of our keys to success. To reach our potential customers, a combination of marketing techniques will be utilized:

- Radio and newspaper advertising
- Sales literature

ANALYSIS:

RISK ANALYSIS

We have low risk exposure in the areas of technology, inflation/interest rates, regulatory environment, local and national economies, management ability, dependence on other companies, location, facilities, and suppliers.

We perceive medium risk exposure in the competitive position, vulnerability to substitutes, financial performance, finance, and planning. We have or will soon retain the services of a full-time marketing manager, a full-time controller, and a business consultant to help in various areas such as marketing, financial controls, and general overall business operation advice. We do not perceive any high risks associated with our company.

Since we are still a relatively new business we will continue to obtain help when needed in areas necessary to complement our abilities.

COMPETITIVE ANALYSIS:

COMPETITORS:

- S.R.S Construction
- Bharath engineering construction company (p) ltd
- RSN Engineering and construction company private limited
- Ramalingam construction company private limited
- URC construction
- Indian builders (Chennai) limited

SWOT Analysis

By performing a construction company SWOT analysis, you can identify your construction firm's strength, weakness, opportunities, and threats that could mean the difference between your company success and failure. SWOT stands for strength, weakness, opportunity, and threats.

Strength

- Employment and training opportunities in the field of construction
- Private sector housing boom and commercial building demands and construction of the multi building projects on the feasible locations in the country
- Good structured national network facilitates the boom of construction industry
- Low cost well educated and skilled labor force is now widely available across the country
- Sufficient availability of raw material, manpower and natural resources in the country is supportive for the industry.

Weakness

- Distance between construction projects reduces business efficiency.
- Training itself has become a challenge in today competitive environment.
- Changing skills requirements and an ageing workforce may emphasize the skills gap.
- Improvement in long-term career prospects is highly required to encourage staff retention and new entrants.
- External allocation of large contract becomes difficult.
- Lack of clearly defined processes and procedures for construction and its management lead to higher risk and uncertainty.

- Huge amount money needs to be invested in his industry.

Opportunity

Opportunity is any external circumstance or characteristic which favors the demand of the system or where the system is enjoying a competitive advantage.

Threat

Threat is a challenge of an unfavorable trend or of any external circumstances which will unfavorable influence the position of the system.

Unique selling proposition

MCE consulting provides engineering and services from concept to competition design. They understand that each client and their requirements are uniques and they customize our service to provide the best to our clients.

Team of highly qualified engineers carry out basic package, FEED, and detailed engineering activities. They integrate the activities at an early stage to provide schedule and cost benefits to our clients

As a part of their integral engineering design services, engineers develop meticulous documentation for process, piping, MCBhanical, civil, instrumentation. Electrical to move from initial planning stage to procurement and construction.

Moreover, this provides their clients with a single-stop solution for all design and engineering needs.

We get all construction facilities through this app.

CHAPTER V

FINANCIAL PLAN

The entrepreneur has come across various loan schemes like, and found the below as the most suitable:

- MSME scheme
- NABARD- National Bank for agriculture and rural development.
- NHB- National Horticulture Board
- Agricultural loan

MSME scheme:

The MSME- Micro, Small, Medium, Enterprise 8th April 2015. The MSME is a credit facility offered to individuals, Startups, Self-employed, and other businesses. The scheme provides a loan facility of up to Rs 100 lakhs.

The period of MSME loans is up to 15 years.

The MSME scheme provides a special contribution to women for becoming self-sufficient.

The government is also engaged in providing capital training and counselling to women for managing their businesses.

NABARD- National Bank for agriculture and rural development:

It was formed on 12th July 1982, the purpose of the creation of this bank is agricultural development, Rural area development etc. it is mainly utilised for agricultural growth and development. The minimum loan amount provided is rs 50,000 and the maximum amount that can be provided is Rs 1,00,00,000.

NHB- National Horticulture Board:

- It was set up by the Government of India in the year 1984, horticulture means the art of garden cultivation.
- To promote horticulture in India the government provides various subsidies.
- The national horticulture Board and National horticulture mission are established for fulfilling the needs and requirements of nurseries
- . Private lands will be given a subsidy of 50% of Rs 50,000.
- Subsidy on horticulture is provided on planting materials, irrigation etc.

TANHODA- Tamil Nadu Horticulture Development Agency, this agency implements various schemes such as:

- Micro Irrigation scheme
- Bamboo mission in Tamil Nadu
- The government of the state and centre together provide subsidies on land and seeds used by the entrepreneurs.

The entrepreneur will prefer using all the above-listed schemes for investing purposes.

CHAPTER VI

SUMMARY OF CONTRIBUTION AND LEARNING:

This business model is created with the main objective of contributing to mother nature, the entrepreneur felt that instead of profiting off nature, creating awareness of green would be beneficial. It has helped the entrepreneur in gaining knowledge about agricultural and plantation sector as the business requires thorough knowledge on the sector in which entrepreneur is planning to establish a startup.

The aforesaid business plan outlines the marketing strategies, financial plans, management and operating strategies, the company's aim, Mission, Vision, Scope of the business, the area and sector in which the entrepreneur is willing to contribute etc

The goal of this startup is growth and development of agricultural and plantation sectors, and contribute to the nation's economy and growth.

We aim to create employment opportunities in rural areas with a motive to save the environment and involve students who are studying agriculture and related courses and also those students who have already completed their studies in the same.

In this era of IT and digitalization, the company refuses to leave nature aside and with the help modern technologies to develop greenery, the backhand aim of this firm is to make individuals realize that startups are essential for development of the country and to increase employment opportunities.

APPENDICES AND REFERENCES.

The entrepreneur has gathered knowledge from various platforms to create the above business model, the references are:

1. <https://www.mordorintelligence.com/industry-reports/india-construction-market>
2. <https://www.sciencedirect.com/topics/earth-and-planetary-sciences/construction-industrytext=Construction%20industry%20refers%20to%20the,%2C%#:~:20renovating%2C%20and%20maintaining%20infrastructures>.
3. <https://www.investindia.gov.in/sector/construction>
4. <https://www.hq.nasa.gov/iwgsdi/Construction.html>
5. <https://www.ilo.org/global/industries-and-sectors/construction/lang--en/index.htm>

